

## **Bulldog Reporter's Advanced PR Technology Conference to Feature Brian Solis**

*Source: Lisa Christopher*

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*Solis, an expert on Social Media, will support Sally Falkow of Expansion Plus, Jennifer McClure of Society of New Communications Research, and Eric Schwartzman of Schwartzman & Associates*

San Francisco, Calif. – FutureWorks PR Principal and Founder, Brian Solis will join other New PR experts in discussing Social Media at the upcoming Bulldog Reporter Advanced PR Technology in Practice conference in San Francisco on November 30th at the Marine's Memorial Club.

The session will focus on developing a corporate social media strategy and using social media to create "buzz" and viral distribution.

Solis blogs at PR2.0, [bub.blicio.us](http://bub.blicio.us), and regularly contributes PR and tech commentary to industry trades. Solis is co-founder of the Social Media Club, is an original member of the Media 2.0 Workgroup, and also is a contributor to the Social Media Collective.

In concert with Geoff Livingston, Solis released "Now is Gone" a new book that helps businesses learn how to engage in Social Media.

Solis has been actively writing about new PR since the mid 90s to discuss how the Web was redefining the communications industry. Solis is considered an expert in traditional PR, media relations, and Social Media. He has dedicated his free time to helping PR professionals adapt to the new fusion of PR, Web marketing, and community relations. PR 2.0 is a top 10,000 Technorati blog and is ranked in the Ad Age Power 150 index of leading marketing bloggers.

Links:

Advanced PR Conference – <http://tinyurl.com/3e4763>

FutureWorks – [www.future-works.com](http://www.future-works.com)?

PR 2.0 – [www.briansolis.com](http://www.briansolis.com)?

Bub.blicio.us – <http://bub.blicio.us>

About FutureWorks

With offices in Silicon Valley and San Francisco, FutureWorks PR partners with market leaders and emerging companies to increase visibility, cultivate markets, amplify conversations, and grow the community of customers. The agency's specialty lies in its ability to understand technology and in turn, present market-specific and compelling stories and solutions. FutureWorks combines PR, Social Media, and grassroots marketing for intelligent, results-driven communications programs that engage people and impact the bottom line.

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